

April/May Creative Rotation — *Revised*

			Creative Recommendation		
<b>April Weeklies (w/o)</b>					
Entertainment Weekly (4/15 & 4/29)			Concert/Fashion		
National Enquirer (4/4 & 4/25)			Concert/Fashion		
People (4/25)			Concert		
Sporting News (4/18)			Necessities		
Sports Illustrated (4/18)			Fashion		
Star (4/11 & 4/25)			Necessities/Fashion		
TV Guide (4/9 & 4/23)			Necessities/Concert		
Woman's World (4/11 & 4/25)			Concert/Fashion		
<b>May Monthlies</b>					
Bassmaster			Necessities		
Car & Driver			Necessities		
Cosmopolitan			Fashion		
Country America			Concert		
Cycle World			Fashion		
Field & Stream			Necessities		
First For Women (5/9 & 5/30)			Fashion/Concert		
Home Mechanix			Necessities		
Inside Sports			Necessities		
Life			Concert		
New Woman			Fashion		
Omni			Concert		
Outdoor Life			Necessities		
Penthouse			Necessities*		
Playboy			Necessities*		
Popular Mechanics			Concert		
Redbook			Concert		
Road & Track			Fashion		
Soap Opera Digest (5/10 & 5/24)			Concert/Fashion		
Sport			Necessities*		
Sports Afield			Fashion		
True Story			Necessities		
US			Concert		
Woman's Day (5/17)			Concert		
<b>May Supplements</b>					
Parade (5/1)			Necessities		
USA Weekend (5/1)			Concert		
<b>May OOH</b>			TBD		
* Necessities selected due to short close.					
				<b>Totals:</b>	
				Concert = 15	
				Necessities = 14	
				Fashion = 12	